



Pine Needles Family Ready for 2022 U.S. Women's Open

DESTINATION MARKETING NEWSLETTER

Summer 2021 SPECIAL EDITION

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U.S. Kids Parade of Nations Returns in 2021!
Watch 2019 Parade Highlights Here



(Click photo to view the video)



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FROM THE DESK OF THE PRESIDENT

Phil Werz

Saying goodbye is never easy, but this goodbye is bittersweet. On July 23rd, the CVB will say goodbye to Beverly Stewart as she departs the organization after more than 34 years of service. To say she has “seen it all” is not hyperbole, as she has truly seen it all since the CVB opened its doors in 1987. As President and CEO, I have only known Bev for three years, but it didn’t take long for me to understand just how valuable she is, and has been, for the CVB. I asked the owner of an ad agency where I used to work what was the secret to his success. He told me simply, “if people like you and they trust you, you will be successful in whatever you do.” Bev’s success across more than three decades representing the Pinehurst area is based on that premise. In my job, I travel the state of North Carolina often and I can truly say there is not one person I have encountered that did not know Bev. They just don’t “like” her, they “love” her and she is one of the most humble, honorable and trusted people in the tourism industry. A Pinehurst

native and a graduate of Pinehurst High School, she is a Pinehurst institution and synonymous with the phrase “Southern hospitality.” She has seen the Home of American Golf go from a sleepy hamlet to one of the finest golf destinations in the world and the anchor site for future U.S. Open championships. She has met more meeting planners, association executives, leisure travelers and coaxed more people to come back to the Pinehurst area than you can count. For many, she was the main reason why they returned. She will truly be missed. If you see her in the coming days or weeks, be sure to thank her for all of her efforts over the years. Here’s to a relaxing and fun retirement, Bev! You deserve it!

Phil M. Werz



UPCOMING EVENTS

U.S. Teens Golf World Championship	July 22-24, 2021
U.S. Kids Golf World Championship	July 29-31, 2021
Robbins Farmers Day	July 30-August 1, 2021
Pinehurst BBQ Festival	September 3-5, 2021
Festival d'Avion	October 29-30, 2021

We're home to
more than just golf!

(Click photo to view our video)



DESTINATION TOURISM TOPICS

Patrick Dougherty Returns Home to Create Latest Sculpture

World-renowned artist with Sandhills roots, Patrick Dougherty has come home. His sculptures have been produced worldwide and as this 75-year-old artist closes his career, he has produced perhaps his final creation at Sandhills Community College. The Sandhills Horticultural Society is hosting Dougherty as he installs one of his unique sapling sculptures on the lawn behind the Ball Garden Visitors' Center on campus. Dougherty was born in Oklahoma but grew up in Southern Pines, where he roamed the woods as a child. Specifically, he loved exploring a dogwood grove near St. Joseph of the Pines with his sister. His sculpture today reflects that inspiration as the design resembles a dogwood flower when seen from above. Watch the video [HERE](#).



2022 U.S. Women's Open Tickets on Sale Now

The United States Golf Association (USGA) announced that weekly ticket sales for the 77th U.S. Women's Open Championship, scheduled for June 2-5, 2022 at Pine Needles Lodge & Golf Club in Southern Pines are now available. The 2022 U.S. Women's Open will be the seventh USGA championship hosted by Pine Needles and record fourth U.S. Women's Open. The last U.S. Women's Open conducted at Pine Needles was the 2007 championship when Cristie Kerr won the first of her two majors with a two-stroke victory over Lorena Ochoa and Angela Park. Pine Needles has an incredible legacy of USGA championships, producing life-changing moments for the game's greatest athletes," said Reg Jones, USGA managing director, Open championships. "The course and the Southern Pines community continue to be wonderful supporters of the USGA." For tickets, go to: uswomensopen.com.



CCNC Prepared to Host the 73rd U.S. Junior Amateur

The Country Club of North Carolina (CCNC) in Pinehurst is gearing up to host the 73rd United States Junior Amateur, July 19-24. The record-setting 264-player field for this prestigious USGA event will feature many of the top junior golfers from across the globe, all vying to join the likes of Tiger Woods, Jordan Spieth, David Duval and Johnny Miller as former champions. "The Country Club of North Carolina is honored to host the 2021 U.S. Junior Amateur Championship and to be among the prestigious clubs to host this wonderful event," Tom Beddow, President of CCNC said. "CCNC has a great history and tradition of supporting amateur golf and we have the experience, infrastructure and a committed staff and group of volunteers who will help make this a memorable championship." See the Event Fact Sheet [HERE](#).



Plenty of Fun and Fireworks on July 4 Weekend

There will certainly be no lack of opportunities to see fireworks this July 4th weekend. Here's what's happening:

Friday July 2: National Athletic Village (6:30-9:30pm). Call NAV as tickets are required. 910-585-3212. **Saturday July 3:** Downtown Fourthfest (Pinehurst). All day celebration culminating with fireworks over Pinehurst No. 1. **Saturday July 3:** Carthage Parade at 11 am through downtown. **Sunday July 4:** Aberdeen (6-10pm). Free event with entertainment, food vendors and fireworks. More local event information [HERE](#).



Pinehurst Barbecue Festival

The Pinehurst Barbecue Festival, presented by Pinehurst Resort, US Foods and Business North Carolina magazine, is a "Celebration of Taste and Tradition" featuring award-winning Pitmasters in one of the most picturesque settings in all of North Carolina. The inaugural three-day event, staged in and around the historic Village of Pinehurst from September 3-5, 2021, offers a unique culinary sampling experience of various barbecue meats and traditional sides. Choose to experience the entire three-day Festival, or attend just one signature event. A multi-ticket VIP package, as well as individual tickets for each event are available. To purchase or for more information on the festival, visit their website [HERE](#).



CVB OFFICE RELOCATES



We Are Moving

**PINEHURST
SOUTHERN PINES
ABERDEEN AREA**
Convention & Visitors Bureau

Our New Address:

155 W. New York Avenue
Suite 300
Southern Pines NC 28387



**Effective
July 20**

Our telephone numbers remain:
910-692-3330 • 800-346-5362

Our website remains:
homeofgolf.com

Our emails remain the same

YOUR CVB AT WORK



NEW CVB Office
155 W. New York Avenue
Suite 300
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President & CEO



Beverly Stewart
Executive Vice President



Lisa Long
Creative Director



Donna Garner
Staff Accountant



Dan Dreyer
Destination Storyteller



Collin Blank
Social Media and
CVB Relations Manager

CVB BIDS FAREWELL KARIN TOOMEY



After 23 years with the CVB, our Digital Content Director, Karin Toomey has announced her retirement. Karin has been an integral part of the organization and will be greatly missed. We wish her all the best in her future endeavors.

**Pinehurst, Southern Pines, Aberdeen Area
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155 W. New York Avenue • Suite 300
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CVB 2021 GUIDE

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Now you can stay connected with a FREE app!



The "Visit NC Farms" Moore County app is your Best Bets guide to local farms, food and fun. Experience the unparalleled beauty of our magnificent farms and country landscapes. For visitors, locals or here for an extended business stay, enjoy this app and learn what makes this area so special.

